

WAR LIBRARIES

OFFICIAL ORGAN OF THE WAR SERVICE COMMITTEE
AMERICAN LIBRARY ASSOCIATION

VOL. I

124 East 28th Street, New York, September 9, 1918

NUMBER 2

"WE ARE SEVEN"

Jew and Christian, Catholic and Protestant, are Now Combined in Great War Work Campaign

THE seven organizations authorized by the United States Government to aid in sustaining the *morale* of our fighting forces have now been brought into the United War Work Campaign.

In No. 1 of *WAR LIBRARIES* we told of United War Work Campaign as it was then planned, consisting of a combination, for money-raising purposes, of the Young Men's Christian Association, Young Women's Christian Association, War Camp Community Service, and American Library Association. To this were added on Thursday, August 5, at the request of the President of the United States, the other three relief agencies which had originally planned a money-raising campaign for next January. These are the National Catholic War Council, the Jewish Welfare Board, and the Salvation Army of America.

President Wilson's Letter

The letter of President Wilson to Mr. Raymond B. Fosdick, Chairman of the War and Navy Department Commissions on Training Camp Activities, which resulted in effecting the merger of the seven organizations, expresses the spirit in which this combination has been brought about. The President wrote as follows:

The White House,
Washington, Sept. 8, 1918.

My Dear Mr. Fosdick:

May I not call your attention to a matter which has been recently engaging my thought not a little?

The War Department has recognized the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army as accepted instrumentalities through which the men in the ranks are to be assisted in many essential matters of recreation and morale.

It was evident from the first, and has become increasingly evident, that the services rendered by these agencies to our army and to our allies are especially one and all of a kind and must of necessity, if well rendered, be rendered in the closest coöperation. It is my judgment, therefore, that we shall secure the best results in the matter of the support of these agencies, if these seven societies will unite their forthcoming appeals for funds,

in order that the spirit of the country in this matter may be expressed without distinction of race or religious opinion in support of what is in reality a common service.

This point of view is sustained by the necessity, which the war has forced upon us, of limiting our appeals for funds in such a way that two or three comprehensive campaigns shall take the place of a series of independent calls upon the generosity of the country.

Will you not, therefore, as Chairman of the Commission on Training Camp Activities, be good enough to request the societies in question to combine their approaching appeals for funds in a single campaign, preferably during the week of November 11, so that in their solicitation of funds as well as in their work in the field, they may act in as complete cooperation and fellowship as possible?

In inviting these organizations to give this new evidence of their patriotic cooperation, I wish it distinctly understood that their compliance with this request will not in any sense imply the surrender on the part of any of them of its distinctive character and autonomy, because I fully recognize the fact that each of them has its own traditions, principles, and relationships which it properly prizes and which if preserved and strengthened, make possible the largest service.

At the same time, I would be obliged if you would convey to them from me a very warm expression of the Government's appreciation of the splendid service they have rendered in ministering to the troops at home and overseas in their leisure time. Through their agencies the moral and spiritual resources of the nation have been mobilized behind our forces and used in the finest way, and they are contributing directly and effectively to the winning of the war.

It has been gratifying to find such a fine spirit of cooperation among all the leaders of the organizations I have mentioned. This spirit, and the patriotism of all the members and friends of these agencies, give me confidence to believe that the united war work campaign will be crowned with abundant success.

Cordially and sincerely yours,

WOODROW WILSON.

What It Means to the A. L. A.

The fund to be raised now is \$170,500,000 instead of \$133,500,000. These are the figures:

To Every Librarian:—Without delay will you please forward to this office a complete list of your library trustees or directors? The success of United War Work Campaign depends upon your prompt and hearty coöperation with Campaign Headquarters. We are counting on you.

Young Men's Christian Association.....	\$100,000,000
Young Women's Christian Association.....	15,000,000
National Catholic War Council (including the work of the Knights of Columbus and special war activities for women).....	30,000,000
Jewish Welfare Board.....	3,500,000
American Library Association.....	3,500,000
War Camp Community Service.....	15,000,000
Salvation Army.....	3,500,000
Total	\$170,500,000

What does this mean to Library War Service and to library war workers who will take part in the effort to raise the funds necessary to continue Library War Service?

It means, first, that the library personnel of the United States is going to have an opportunity to participate in the most gigantic appeal for financial gifts ever undertaken.

It means, second, that the library forces of the country are going to have the privilege—a privilege the value of which can hardly be overestimated—of participating in an absolutely and completely united movement, the first of its kind in all history.

Think for a minute what this combination means. It means that at this time and for this purpose religious differences and racial prejudices have been laid aside. It means that insofar as the people of the United States, or any group of them, are represented by any of these organizations, they have come together to work as one for one great common cause for which our boys over there are fighting—to win the war. It means that for the first time the differences between Jew and Christian, between Catholic and Protestant, have been forgotten; that we are all Americans, and that it is on the basis of our common Americanism that we are to appeal to the American people for the funds we need with which to sustain and maintain our work for our fighting forces.

Committee of Seven Expanded

Within twenty-four hours after the publication of the President's letter the unification of all these seven national organizations into a single United War Work Campaign had been perfected. Details still remaining to be worked out will be communicated in succeeding issues of WAR LIBRARIES. Briefly, the plan of organization is exactly as prepared for the four agencies that originally constituted the United War Work Campaign. Plans and programmes already adopted were accepted without reserve by the new elements brought into the larger combination. The committee of seven, for shaping and deciding policies, has been expanded into a committee of eleven, consisting of two representatives each from the Y. M. C. A. and the National Catholic War Council, one from each of the other five organizations, the national treasurer and the director of United War Work Campaign for New York City. Doctor John R. Mott is the chairman of the committee of eleven and the director general of United War Work Campaign; Mr. Cleveland H. Dodge is national treasurer, and Mr. John D. Rockefeller, Jr., director for New York City.

The national executive committee of 20 has been expanded into a national executive committee of 35, consisting of five representatives from each organization.

Under the direction of Dr. Mott and a cabinet composed of campaign directors and managers of the other organizations, and such others as may be drawn into the work, steps are now being taken to build, upon the foundations already laid, completely unified United War Work Campaign committees for the military departments of the country, the States within those departments, districts and counties within the States, and cities and localities within the districts and counties.

Details of organization and campaign plans as developed will be transmitted to library workers through the medium of WAR LIBRARIES, and by other means where necessary, as they develop.

WAR LIBRARIES will necessarily be in most cases the sole means of communication between National Campaign Headquarters in New York and the library personnel of the country on all subjects that are of general interest.

The important thing to keep in mind is that, for the purposes of the money-raising campaign, which is to be conducted in the week beginning November 11th, library workers are called upon to join in and unite their efforts with those of the six other organizations with which Library War Service has from the beginning of its activities maintained direct relations and coöperated in every possible way.

Meets Needs of All Alike

In this respect the American Library Association occupies a position all its own. Its war work has known no race or creed, but has from the first sought to serve and meet the needs of all alike.

To understand exactly the relation of the individual library worker to the present situation of a combined instead of an individual appeal for funds, it is necessary first to visualize two distinct campaigns:

First, the United War Work Campaign, in which the identities of the seven organizations are to be merged and lost sight of in the establishment of a chain of joint committees, representing, not seven different interests but a single interest. This is a merger for the money-raising campaign, and for that purpose alone.

Second, the campaign of education, through various forms and mediums of publicity, for Library War Service. This is a continuing campaign. It has a direct bearing on United War Work Campaign in that the more information the public has about the war work of each and every one of the organizations that have combined in the United War Work Campaign, the more readily the public will respond to the appeal for funds with which to support the work of all.

The first-named campaign, United War Work Campaign, is to be a campaign of *one week only*, beginning November 11 and ending November 18. That is a point that should always be kept sharply in mind. There is to be no direct appeal to the public for funds by or in behalf of any or all of the organizations concerned until November 11. In that week the effort is to be made to obtain subscriptions totaling or exceeding the stupendous sum of \$170,500,000.

For the purpose of stimulating public interest to the point where it will respond readily to the appeal for funds there has been formed a national publicity committee of the United War Work Campaign. In order to avoid duplication of effort and undue pressure upon the newspaper press of the country, the individual publicity efforts of the seven organizations will, to a considerable extent, be merged in the work of the United Publicity Committee as rapidly as the machinery for taking over these individual publicity departments can be set up and put in operation. Further information about the united publicity plans are published elsewhere in this issue of WAR LIBRARIES.

This does not mean, however, that individual publicity for Library War Service will be discontinued. There is now under way and there will be continuously under way a programme of Library War Service publicity, which, however, will carry no appeal for funds and no reference to the money-raising campaign of the week of November 11, except incidentally and by inference. Its purpose is to tell the story of Library War Service by such means and in such detail that the people of the United States, when they are asked for money for United War Work Campaign, will not have occasion to inquire what part the American Library Association plays in the maintenance of the *morale* of our fighting forces. They will already know the story.

Help of All Is Needed

The active, earnest, enthusiastic help of every library worker, and everyone even remotely connected with libraries or library service in any way, is needed for both campaigns.

You are going to be asked to help and shown how you can help

in the continuing publicity campaign to educate the public as to what Library Service is and does.

You are also going to be needed as a unit in the consolidated organization known as United War Work Campaign.

Is the distinction between these two campaigns sufficiently clear? In this issue of WAR LIBRARIES we are telling more about the part that you, as an individual reader of this publication, will be asked to take in the campaign of education for Library War Service, than about the part you will play in the United War Work Campaign. That is merely because the plans and organizations of the former campaign have progressed a little farther than those of the latter. You will find in these pages a large volume of information on both of these subjects. We very earnestly urge that you make the time, or take the time, to read this and every succeeding issue of WAR LIBRARIES from the first page to the last. Only by this means can the entire personnel of Library Service be adequately equipped to play the part in United War Work Campaign that we have promised those associated with us it will play.

Our money needs are modest compared with those of the other

organizations that form part of the United War Work Campaign. Our \$3,500,000 is only 2.05 per cent. of the total amount to be raised. Yet unless the entire \$170,500,000 is obtained by subscriptions from the American people in the week of November 11, Library War Service will be seriously handicapped by reason of the failure. We need every cent of the \$3,500,000. To get it we must help the Y. M. C. A. get their \$100,000,000, the National Catholic War Council to get its \$30,000,000, the Y. W. C. A. and the War Camp Community Service their \$15,000,000, and the Jewish Welfare Board and the Salvation Army their \$3,500,000 each.

Library War Service is in a unique position. Although its demands are the smallest, the extent and cohesiveness of its organization is among the greatest. Measured by dollars we are bound to do much more than our share. The important thing is that we must never forget for a minute that in working for, and in, the United War Work Campaign, we are working for the maintenance and extension of Library War Service, and that in helping in the campaign of education for Library War Service, we are helping to insure the success of United War Work Campaign.

TO SHOW WHAT THE A. L. A. IS DOING

BY MARION HUMBLE

From all over the country comes the word—"People do not know about the American Library Association and what it is doing for the men in the army and navy." The organizers of library service among the soldiers in Mexican border posts, librarians in their campaigns for books and money for library war service, all testify that the general public is amazed to learn about the service that the men in uniform have at their disposal, in books for education and recreation.

In order to help inform people about the service that the American Library Association is rendering, we have prepared duplicate sets of panels showing photographs of camp libraries, hospital libraries, dispatch offices, reading rooms on ships and in overseas huts, and printed captions of description. These panels will be exhibited by public libraries and library associations, at state fairs and county fairs, at meetings of various kinds, wherever a large group of people is gathered. They are suitable for exhibition in libraries, in store windows, in Chamber of Commerce auditoriums, in theatre lobbies, in railroad depots, in interurban waiting rooms, and at meetings of all kinds.

Each panel is a card 30 x 40 inches bearing mounted photographs and printed matter. There are ten panels in each set, boxed in a light weight wooden box with hinges and lock, the whole exhibit weighing not over 25 pounds. The exhibits will be routed to libraries and associations that apply for them, express being prepaid by Campaign Headquarters to the first library in each route, and each organization that forwards the exhibit prepaying express to the next destination. Expense of using the exhibit will thus be very slight. From Campaign Headquarters will be sent to each destination advance descriptions of the exhibit for use in newspapers, and instructions for forwarding will be sent with the exhibit. The organization that forwards the panels will simultaneously forward the key to the box.

Each library or organization will be privileged to use the exhibit for five days, unless previous arrangements are made with Campaign Headquarters for longer use.

Circular letters have already been sent to state library associations and to libraries in cities of more than 50,000 population, offering these exhibits. These will be given preference in routing exhibits, as they will reach the greatest number of people. Other applications will be entered according to date received.

Though the panels will be very useful as pre-campaign publicity, they will be interesting for many months in the future as informa-

tion about Library War Service. As many applicants cannot receive them before November 11th, the itineraries will extend until the exhibits have reached the greatest number of people possible.

In the panels is included a reproduction of a map of the United States, showing all points served by the Library War Service, with a printed list telling "What Has Been Done by the A. L. A." (Figures used are those for August 15th.)

One panel shows exterior and interior views of seven large camp libraries; on another are listed the types of books soldiers read, the list surrounded by photographs showing typical groups of soldiers and sailors using books. One panel with the heading "Special Delivery" bears mounted pictures of the A. L. A. truck in action. Number 5 illustrates hospital library service.

"On the Way and Over There" shows a photograph of entraining troops receiving books, an A. L. A. Dispatch Office, men reading on shipboard, A. L. A. headquarters in Paris, and men reading A. L. A. books in a Y. M. C. A. hut in France. On this panel is mounted a facsimile copy of a letter from Mr. Fosdick written in appreciation of the overseas work of the American Library Association.

American Library Association Service in Y. M. C. A. and K. of C. huts, in mess halls, tents and barracks, in small camps and stations is shown.

One panel shows photographs of men in the navy using A. L. A. books.

On two panels are mounted the posters used in camps to tell the men about books, and a photograph of our new campaign poster.

If you want a set of panels, write us the dates you can use it.

Address: Frank P. Stockbridge, Director of Information, Second Library War Fund, 124 East 28th Street, New York City, N. Y.

WRITE TO THE EDITOR

The Editor of WAR LIBRARIES is anxious to receive your criticisms, complaints, suggestions and ideas and to answer your questions. Please write them freely and fully, not to say legibly. Address Editor, WAR LIBRARIES, No. 124 East 28th Street, New York City.

UNITED WAR WORK PUBLICITY PLANS

Committee Representing the Seven Combined Organizations Will Work Together to Educate the Public to the Needs of Soldiers, Sailors and Marines

BY FRANK PARKER STOCKBRIDGE

National Director of Information, Second Library War Fund.

Publicity plans for United War Work Campaign have been centered in a National Publicity Committee composed of the publicity directors of the seven organizations. This committee is directly responsible to the national executive committee of United War Work Campaign.

The publicity programme for the United War Work Campaign, as thus far developed, is the most extensive and far-reaching campaign of publicity ever undertaken by any organization smaller than a Government. It involves the expenditure of close to one million dollars from National Headquarters alone to obtain an effect which will all be concentrated into a space of two or three weeks; in addition to this sum will be the amounts expended by local committees for United War Work Campaign publicity in their respective localities.

The National Publicity Committee will have headquarters independent of any of the participating organizations. Its work will be divided broadly into ten different departments or bureaus under the general direction of Mr. Bruce Barton as chairman and director with Mr. William Franklin Edwards as vice-chairman and Mr. Alexander F. Osborn as executive secretary. The ten departments with the names of those who will be in direct charge of them are the following:

- 1.—Outdoor and Car Advertising Bureau, Larkin S. Meade.
- 2.—General Shipping Bureau, F. L. Wertz.
- 3.—Literature Bureau, Miss A. Estelle Paddock.
- 4.—General Circulation Bureau, Frank Parker Stockbridge.
- 5.—Newspaper Advertising Bureau, Roy S. Durstine.
- 6.—Moving Picture Bureau, S. L. Rothafel.
- 7.—Press and Magazine Bureau, Elmore Leffingwell.
- 8.—Feature Bureau, Miss Hazel Mackaye.
- 9.—Business Bureau, Ellis Slatoff.
- 10.—Localization Bureau, Alexander F. Osborn.

As rapidly as the machinery can be set up for taking over each class of publicity work the publicity machinery and operating personnel for that particular kind of work from each of the seven organizations will be taken into the combined national publicity committee, leaving each of the seven organizations with only enough of a publicity department to carry on such special and distinctive classes of publicity among its own clientele as could not be advantageously handled jointly.

Concentration of Educational Work

For example, the Jewish Welfare Board's publicity department will continue as such for the purpose of conducting a campaign of education among the Jewish people as to its war service, and for the purpose of concentrating and consolidating their interest in United War Work Campaign. Similarly there will be special lines of publicity effort which the National Catholic War Council can best continue through its own organization, and this will be true of all of the other organizations, including the American Library Association. Some of the specific details of the publicity work that will be continued through the Library Association are described elsewhere in this issue of WAR LIBRARIES.

The special facilities of each organization for reaching out to its own particular clientele will, however, also be placed at the disposal of and utilized by the national publicity committee of the United War Work Campaign. This means that library workers will be called upon to coöperate in United War Work Campaign publicity as well as to help the continuing publicity campaign of education for Library War Service. While a large part of the United War

Work Campaign publicity plans developed at the National Headquarters will be merely in the way of suggestion and guidance for the use of local committees, there is nevertheless a considerable amount of publicity effort that must be executed directly from National Headquarters. Publicity items in which the combination will be complete, that have already been decided on, include the following:

- 1.—Fourteen thousand United War Work Campaign posters in eight colors, 24 sheets ($18\frac{1}{2} \times 20$ feet) covering every billboard in America that will carry a poster this size.
- 2.—One million United War Work Campaign posters, half-sheet (20×80 inches) in three colors.
- 3.—Forty million United War Work Campaign window flags, for display in houses whose residents have subscribed to the fund.
- 4.—Fifty million United War Work Campaign buttons, in two colors.
- 5.—One million United War Work Campaign "stickers" in two colors for posting on automobile windshields.
- 6.—Seventy thousand United War Work Campaign street car cards.
- 7.—Twelve thousand United War Work Campaign posters (36×56 inches) for use on sides of express wagons.
- 8.—Two hundred and fifty thousand copies of a combined book, carrying the financial statements of all seven organizations.
- 9.—One hundred million eight-page booklets telling the combined story of the general war work of the seven organizations participating in United War Work Campaign.
- 10.—Combined advertisements, full page, in a long list of November magazines (this through the coöperation of the Division of Advertising, United States Committee on Public Information).

Detailed descriptions of the United War Work Campaign posters, buttons, window flags, etc., will be given in later issues of WAR LIBRARIES.

Advertisements in the Newspapers

The United War Work Campaign publicity committee also has in preparation copy for a large variety of newspaper advertisements. This will be available for the use of local campaign committees. The cost of publication in local newspapers is to be underwritten by local merchants and others at the solicitation of local committees, as was done in the Red Cross and Liberty Loan drives.

The foregoing is, however, only the beginning of the combined publicity effort. As quickly, for example, as a staff can be organized to handle it, all newspaper reading matter prepared by each of the seven organizations will be handled by and through the national publicity committee. The head of the newspaper bureau of the national committee will pass upon and decide between the different items and stories submitted, and arrange to give each organization concerned adequate representation, while at the same time everything will be linked up to United War Work Campaign. This is calculated to make it much easier to secure the coöperation of the newspapers, which are suffering under the arbitrary curtailment of their reading matter space by orders from Washington and the necessity of printing increasing volumes of war news and large casualty lists.

Extensive plans are under way for other special publicity items such as envelope stuffers, etc. There will be calls for help in the distribution of these made upon the personnel of all of the organizations taking part in the campaign. There will be opportunity given locally for coöperation in obtaining the exhibition of motion picture films showing the various phases of war work conducted by

the different organizations. Plans for pageants and outdoor spectacles of various kinds, adapted to the use of localities, are being worked out. As rapidly as these plans are developed they will be communicated through WAR LIBRARIES to library personnel.

In addition to the combined publicity efforts above noted there will be contributed by the seven organizations for direct United War Work Campaign purposes about eight million posters, fifteen million booklets and thirty million leaflets. These will be apportioned among the different localities in the same proportions as posters, buttons, window cards, etc., and all will be shipped together to the local committees for posting and distribution at the beginning of and during the campaign. The individual contributions of the seven organizations are as follows:

The Y. M. C. A. has five separate posters. Of two of these there will be one million each; of two others there will be half a million each; and of one there will be one hundred thousand. There will also be available for campaign purposes ten million Y. M. C. A. booklets.

The Y. W. C. A. has two separate posters. It will provide 750,000 of each of these. This organization will distribute five million leaflets through the United War Work Campaign committees.

The War Camp Community Service has two distinct posters, of which half a million each will be used; a booklet in an edition of five million; and twenty million leaflets.

Special Work of the A. L. A.

The American Library Association has one poster, of which there will be half a million. The A. L. A. will also provide five million leaflets for United War Work Campaign.

The National Catholic War Council expects to provide one and one-half million posters and ten million folders.

The Salvation Army will provide one million posters of two designs and a quantity of leaflets.

The Jewish Welfare Board will concentrate its poster efforts principally in the communities where there is a large Jewish population, but will probably be represented in the general poster display throughout the country as well.

All of the foregoing, while devoted primarily to telling the story of particular organizations and their work, will carry the United War Work Campaign line throughout.

The American Library Association is to be represented on every United War Work Campaign committee. Under the direction of each local United War Work Campaign committee there will, of course, be a publicity committee which will be charged with the work of posting the posters, distributing buttons and booklets, window flags, etc., for its locality, and placing the newspaper advertising and news of the campaign. In the make-up of local publicity committees for the United War Work Campaign library workers with publicity experience and ability are quite likely to be chosen. This is, however, a matter that is entirely up to State, county and local chairmen who are responsible for results in their respective territories. I mention this in order to make it clear why there will be no appointments from National Headquarters of local publicity directors to serve in this campaign. It is not a Library War Service campaign, but a United War Work Campaign.

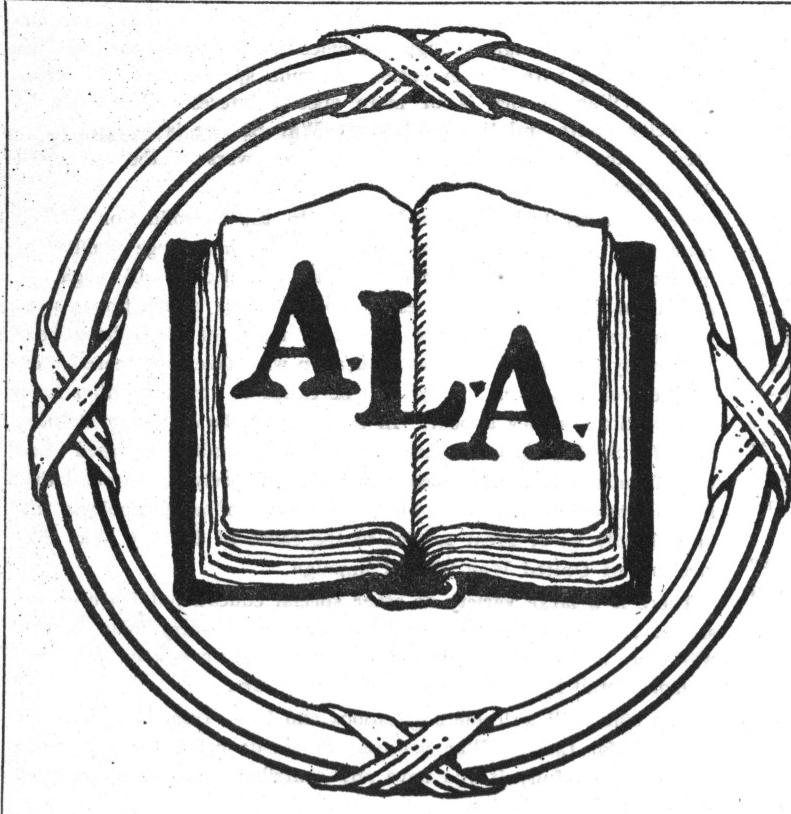
Every library worker with publicity ideas, experience or ability is, however, earnestly urged to volunteer for service on the local publicity committee, not with the idea of obtaining publicity for Library War Service at the expense of any of the other participating organizations, but because all of the publicity knowledge and ability that there is available in the United States will be required and should be utilized to the utmost to insure the success of United War Work Campaign.

With such a programme of publicity as has been briefly outlined herein, and which will be added to and enlarged, the success of the United War Work Campaign is assured if everyone in any way concerned with or interested in the work of each and all of the organizations does his or her best. The call is for team work. The coöperation must be complete and harmonious. Library workers must forget their special interests and lend their energies to the common cause, as we expect the worker whose private interest is in any of the other organizations will also do.

HOW DO YOU LIKE IT?

For the purposes of some of the combined publicity for UNITED WAR WORK CAMPAIGN it was found necessary to adopt an emblem that could be used in connection with the emblems of the other organizations participating. The design reproduced above is the one adopted for this purpose. When reproduced in colors the outer circle will be a solid band of blue and the initials will be printed in blue across the white pages of the open book, with the rest of the design in red.

Members of Library War Service personnel who have seen this design have expressed themselves as greatly pleased with its striking effect. It meets the objection to the use of the initials "A. L. A." alone by combining therewith the book, which at least gives a clue to the meaning of the initials even to the uninitiated. It has been suggested that instead of a decorative or solid circle the words "Library War Service" should appear in the border. We would like the opinion of members of the A. L. A. on this point, and also on the suggestion made by Miss Blanche Galloway, Camp Librarian at Pelham Bay Naval Training Station, that this design should be substituted for one now in use as insignia on the sleeve and head-wear of Camp Librarians, and that it should be painted upon all Camp library buildings.



EDUCATIONAL PROGRAMME OF THE A. L. A.

Librarians and Library Workers All Over the Country Called Upon to Help Spread the News of What Has Been Done and What is Yet to Be Done

By FRANK PARKER STOCKBRIDGE

National Director of Information, Second Library War Fund

In another column of this issue of *WAR LIBRARIES* I have described in some detail the combined publicity programme that has been decided upon as a united effort of the four participating organizations to insure the success of the United War Work Campaign. In this article I wish to explain in some detail the plans and programme of the continuing publicity campaign for Library War Service which is now under way and which, while directly leading up to the United War Work Campaign, is in a sense independent, in that it is our own campaign and not under the control of the combined committees.

This Library War Service publicity programme is one that is constantly growing and developing, and one in which the initiative, ingenuity and alertness of librarians and library workers can be utilized to a very great extent. National Headquarters cannot do it all. The coöperation of the library forces of the United States is absolutely essential to the successful carrying out of the plan for making every man, woman and child in the country familiar with Library War Service, what it is and what it does.

Library War Service publicity divides naturally into three main classes:

- 1.—Pictorial displays.
- 2.—Printed matter for general distribution.
- 3.—Articles in newspapers and periodicals.

Under the first heading of pictorial displays there has been prepared in this office a set of pictorial exhibits which will be available for use at State and County conventions, fairs, etc., and for exhibition in the libraries of the larger cities, within very narrow limits, it is true, but every effort will be made to give every locality reasonable use of this exhibit, which is described in detail elsewhere in this number of *WAR LIBRARIES* by Miss Marion Humble, of the Detroit Public Library, who has been giving her time to the work of Library War Service since last May, and under whose personal supervision this exhibit has been prepared.

The Story Told in Pictures

Far greater distribution of the pictorial story of Library War Service will be obtained through exhibition of the special pictorial display placards now in preparation. These will be ready for shipment some time during September. They consist of splendid large reproductions in rotogravure of photographs illustrating every phase of Library War Service with a moderate amount of reading matter accompanying each picture and displayed in placard form. There will be three sizes of these sheets or placards. The largest will be 20 x 32 inches, or nearly the size of a double newspaper page. It will contain ten large photographs and some graphic illustrations of Library War Service, all reproduced by the rotogravure process, which is almost indistinguishable from original photographs.

There will be enough of these available so that every library in the United States, no matter how small, can have some of them for display. For the larger libraries with many branches the effort will be made to supply at least one for each branch and station. They can be mounted on cards or otherwise displayed in the main reading room, at the desk, in the window, or elsewhere.

Another size of rotogravure placards will be 15 x 20 inches. Of these there will be twice as many as of the larger one. The subjects of the photographs will be different. These are designed particularly for window display, and librarians to whom they are sent should

make efforts to obtain their posting in the windows of stores and shops on important thoroughfares. There will be an equal number of small placards about 10 x 15 inches. These are also especially designed for window display. Arrangements should be made, if possible, to get these placards posted in places where they can remain continuously for a period of weeks. Among them they will tell the story of Library War Service to more people than probably would get it through any other medium.

Another way in which the story of Library War Service is to be continually told to the public is through the medium of a card which is primarily designed for use as a book-marker. This card will carry the newly-adopted emblem of Library War Service in colors and a concise statement of what has been done and what is being done. During September shipments will be made of quantities of this card to all libraries. The exact size of the edition remains to be determined. It will be apportioned among libraries in proportion to their probable ability to use it, with the request that, so far as it is possible to do so, one of these be placed in every book circulated so long as the supply lasts. While the effort, of course, will be to obtain as large a circulation as possible of this book-marker before the November campaign, it may be possible that there will be a supply of these for continuing publicity, the designs and reading matter perhaps being changed for later shipments.

The Campaign of Education

As pointed out in the article in this issue of "WAR LIBRARIES" on the joint publicity efforts of the United War Work Campaign, newspaper reading matter publicity will be handled from now until the close of the campaign through one office for the seven participating organizations, with the exception of some special fields in which Library War Service is of more special interest. For example, publicity matter relating to Library War Service is being distributed to the literary editors and book reviewers of the important newspapers.

Preparations had been made prior to the consolidation of the seven war relief agencies for representation in a large number of magazines of national circulation. These articles will begin to appear in the November issues of most of these publications; some will appear in December or January; many of them have been written by authors of national reputation who have volunteered their services for this work. These will be called to your attention from time to time as they appear. In the issue of the *Saturday Evening Post* for September 7, for example, appears an editorial based upon data furnished from this office, which is so precisely to the point that its publication in this most widely circulated of all periodicals will undoubtedly be of great service to the cause of Library War Service and of United War Work Campaign.

There is a large variety of other special educational features designed to inform the public of the work of Library War Service which are in preparation or under way and which will be described in more detail in later issues of *WAR LIBRARIES*.

This office will welcome suggestions and ideas from librarians for publicity for Library War Service. Please do not hesitate to write us freely and fully if you have any contribution to offer that you think may be of service.

UNITED WAR WORK CAMPAIGN

Seven Organizations to Work Together to One End to Obtain \$170,500,000—How the Money Will Be Apportioned

We give herewith the general plan under which United War Work Campaign will be carried out, as adopted by the national executive committee. The plan was originally adopted by the four organizations that were first consolidated and was accepted and indorsed in every detail by the three organizations that later were taken into the consolidation. This plan is to be carried out by a campaign committee headed by Dr. John R. Mott as director general and acting in coöperation with the national executive committee of 35 representing the seven different organizations. The plan in detail is as follows:

I.—That the public may be relieved from the burden of an unnecessary number of campaigns for patriotic funds, the President of the United States has advised a joint campaign, to be participated in by the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army, November 11-18.

II.—The United War Work Campaign to be conducted November 11th to 18th, to raise \$170,500,000 for the War Work of the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army, should make a greater appeal to the public and to the organizations themselves than could possibly be obtained by independent approach of any one of these organizations. The combination should develop a larger interest and a better result, with less effort and expense, than could be accomplished by the seven organizations conducting separate campaigns.

III.—A National Joint Executive Committee has already been organized and is actually at work, with headquarters in New York City. It is composed of five members of each of the seven participating organizations, and represents them in the set-up and conduct of the campaign.

IV.—Inasmuch as the Young Men's Christian Association and the Young Women's Christian Association have already effected a strong organization, nationally, in six departments, in forty-eight States, and to a large extent in five hundred districts to be organized, and in the thirty-one hundred counties of the country, it is apparent that the most practical method of perfecting a united campaign organization would be for the National Catholic War Council, the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army to "gear in" their campaign organizations with the already existing Campaign Committees of the Young Men's Christian Association and the Young Women's Christian Association and form joint campaign executive committees, namely, National, Department, State, District, County, and Local. This principle and procedure have been unanimously adopted by the National Joint Executive Committee of the seven organizations. The next step will be to enlarge these existing committees—Department, State, District, County, and Local—so as to make them adequately representative, in the judgment of the leaders of each of the participating organizations.

V.—The Departmental Joint Executive Committees will be constituted and appointed by the National Joint Executive Committee in consultation with the leaders of the seven participating organizations.

VI.—At a series of State conferences to be held conjointly by the seven organizations during the month of September, the existing State committees already appointed by the Young Men's Christian

Association and the Young Women's Christian Association will be enlarged so as to make them adequately representative of the other organizations. (Note.—Where the other organizations already have State executive committees, these shall also be included in the enlarged committees.)

VII.—At the State conference, plans will be submitted with reference to the district, county and local organizations.

Pending the holding of the State conference, it is understood and urged, in view of the briefness of time before the campaign, that each of the four participating organizations shall earnestly go forward with its educational and other preparatory work.

VIII.—The representatives of the national publicity bureaus of the seven participating organizations have united and will conduct

**WAR DEPARTMENT
COMMISSION ON TRAINING CAMP ACTIVITIES
WASHINGTON**

August 1, 1918

RAYMOND B. FORDICE
Chairman

LEE F. HAMER
THOMAS J. HOWELLS

JOSEPH LEE

MALCOLM L. MCBRIDE

JOHN R. MOTT

CHARLES P. NEIL

BENJAMIN C. PIERCE, U. S. A.

JOSEPH E. RAYCROFT

ELIOT WADSWORTH

W. PRENTICE SANKEY
EXECUTIVE SECRETARY

Dr. Herbert Putnam
General Director
American Library Association
Library of Congress
Washington, D. C.

My dear Dr. Putnam:-

Just back from France, I want to express my keen appreciation of what the American Library Association is doing for our troops abroad. I found your books everywhere, from the seaport bases to the front line trenches. I found them in dugouts thirty to forty feet below ground, in cow-barns where the shrapnel had blown parts of the roof away, as well as in substantial huts and tents far back from the firing line. I found them also in hospitals and dressing-stations; in scattered villages in the training area where our men are billeted, and even in remote parts of France where our forestry units are carrying on their lonely but essential work.

And they were well worn books that I saw, showing signs of constant usage. Indeed, the books are in continual demand, and I am sure that it will be a reading army that we shall welcome home from France when the war is done.

As you know, your organization overseas is working in close cooperation with the Young Men's Christian Association, Knights of Columbus and the Salvation Army, and its services are recognized and appreciated by the entire Expeditionary Forces, from General Pershing to the lowliest private.

Cordially yours,

Raymond B. Fordice
Chairman

a joint campaign of publicity. It should be constantly borne in mind that this is a mutual campaign in which the strength of each is to be exerted for the good of all, and that each shall seek to familiarize its constituency and its field with the fact that the seven organizations have come together for a united campaign.

It is recommended that, as far as possible, without delay there be a similar union of publicity representatives in each Department, State, District, County, and Local campaign organization. However, it is understood that each participating organization shall continue to maintain its own Publicity Department for the dissemination of information concerning its own activities.

IX.—It is necessary that the Speakers' Bureaus should be represented by a joint committee and coöperate in every way possible.

X.—It has been agreed that the official name of the campaign is the United War Work Campaign, and when the names of the seven participating organizations appear it shall be in the following order:

Young Men's Christian Association,
Young Women's Christian Association,
National Catholic War Council,
Jewish Welfare Board,
War Camp Community Service,
American Library Association,
Salvation Army.

XI.—Funds collected in connection with the United War Work Campaign are to be divided among the seven participating organizations on a pro rata basis in such proportion as the total budget of each organization bears to the sum total of the combined budget, as follows:

Young Men's Christian Association.....	\$100,000,000....	58.65%
Young Women's Christian Association.....	\$15,000,000....	8.80%
National Catholic War Council.....	\$30,000,000....	17.60%
Jewish Welfare Board.....	\$3,500,000....	2.05%
War Camp Community Service.....	\$15,000,000....	8.80%

American Library Association.....	\$3,500,000....	2.05%
Salvation Army.....	\$3,500,000....	2.05%

XII.—No restricted subscriptions to any of the seven organizations shall be solicited, but if voluntarily tendered for the use of a certain organization shall be credited to that particular organization, but shall be considered as a part of the total sum to which that organization is entitled, as set forth under Paragraph XI., and not an addition to it.

XIII.—The expenses incurred in all joint work in connection with the United War Work Campaign shall be paid by the seven participating organizations on a pro rata basis.

THE INSULTED MULETEER

A muleteer, covered with prairie dust and leaving behind him a rising cloud of dust, drove up to the American Library Association's library at Camp Custer, jerked his mules to a standstill, and shouted lustily for the librarian.

"I want a good book on automobiles," he announced. "I've been runnin' a fine, first class garage back in Illinois, and I want to keep my mind freshed up."

"One minute," said the librarian. He went in the building and brought out a new book. "Exactly what you want—the latest book on the model-T Ford."

The mule driver grunted in disgust.

"Look here, pardner," said he in a voice of exasperation, "I've taken apart and reassembled fifteen hundred Fords in my lifetime. I said I wanted something to refresh my mind!"

"One second," requested the librarian, diving into the building again. This time he brought out a 1918 handbook on the automobile—the very latest. "How about this" he asked.

The muleteer looked at it, grinned.

"Just the thing!" he exclaimed. "Giddap!"

PLEASE READ CAREFULLY

We want every librarian, every library employee, every library trustee, and every other individual who has a personal interest in Library War Service, and who expects to take part in the coming campaign, or is willing to help, to receive **WAR LIBRARIES** regularly.

It will be issued at intervals of about a week.

Each issue will contain information of the greatest importance to everyone concerned with promoting the interests of Library Service. **WAR LIBRARIES** is not intended for distribution to the general public. It is published solely as a means of communication between Campaign Headquarters and the individual workers.

The mailing list of this issue of **WAR LIBRARIES** contains approximately 15,000 names. These include about 7,000 public libraries, something more than 3,000 members of the American Library Association, and other lists of trustees and friends of Library War Service.

We are trying to obtain the names and addresses of all library trustees in the United States to add to this list. We wish every librarian would send us at once the names of his or her trustees or directors so that we may add them to the mailing list of **WAR LIBRARIES**.

The next issue of **WAR LIBRARIES** will contain further details of the development of the plan for **UNITED WAR WORK CAMPAIGN** and some more concrete ideas and suggestions for publicity for Library War Service.